

AMENDMENTS TO THE CLAIMS

1 - 18 (Canceled)

19. (Currently Amended) A computer-implemented method for a mobile network, comprising:
displaying a link to a resource with a mobile terminal, wherein the link is related to a product and a position of the link corresponds to an image of the product in a video displayed on the mobile terminal;

determining a selection of the link by a user;
automatically determining the location of the mobile terminal as a result of the selection of the link;

~~automatically employing the location of the mobile terminal to determine~~ determining
content that is related to the linked resource and also related to the location of the mobile terminal
by automatically employing the location of the mobile terminal; and
enabling the mobile terminal to display the related content.

20. (Canceled)

21. (Previously Presented) The computer-implemented method of Claim 19, wherein
automatically determining the location of the mobile terminal comprises automatically determining
the location of the mobile terminal if the link is selected.

22. (Previously Presented) The computer-implemented method of Claim 19, wherein
automatically employing the location includes:
communicating the location of the mobile terminal to an application server; and
searching a database in the application server for reseller information that is associated with
the linked resource and the location of the mobile terminal, wherein the reseller information is the
related content.

23. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically determining the location includes:

- determining a network address of the mobile terminal; and
- mapping the network address to a mobile identifier integrated services digital network number; and
- determining the location of the mobile terminal based at least the mobile identifier integrated services digital network number.

24. (Previously Presented) The computer-implemented method of Claim 19, wherein employing the location includes:

- determining which of a plurality of resellers in a database is geographically closest to the mobile terminal, and wherein the related content comprises information on a reseller that is closet to the mobile terminal.

25. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically determining the location includes:

- communicating radio signals via a base station subsystem;
- measuring the radio signals; and
- calculating the location of the mobile terminal based at least on the measurements of the radio signals.

26. (Previously Presented) The computer-implemented method of Claim 25, wherein measuring the radio signals includes:

- measuring a real time difference between at least two of the radio signals; and
- measuring an absolute time difference between at least two of the radio signals.

27. (Previously Presented) The computer-implemented method of Claim 19, wherein automatically determining the location includes:

- generating a network assisted positioning request;

communicating radio signals between the mobile terminal and a base station subsystem;
measuring the radio signals generated by the mobile terminal during idle periods;
storing the measurements of the radio signals;
determining an arrival time of a first detectable path; and
determining when the idle periods occur.

28. (Currently Amended) A mobile terminal that is configured for operation in a mobile network, comprising:

a transceiver that is configured to communicate over a network;
a memory including logical instructions stored therein; and
a processor that is configured to enable actions based on executing the logical instructions,

wherein the actions include:

displaying a link to a resource, wherein the link is related to a product and a position of the link corresponds to an image of the product in a video displayed on the mobile terminal,

determining a selection of the link by a user;

storing a location of the mobile terminal in the memory, wherein the location of the mobile terminal is determined automatically as a result of the selection of the link, and

communicating the selected link and the location of the mobile terminal to an application server.

29. (Previously Presented) The mobile terminal of Claim 28, wherein the actions further include:

receiving content related to the linked resource and the location of the mobile terminal from the application server, and

displaying the related content with the mobile server.

30. (Previously Presented) The mobile terminal of Claim 28, wherein the location of the mobile terminal is automatically determined by:

communicating radio signals;
measuring the radio signals;
receiving the measurements of the radio signals; and
storing the measurements.

31. (Previously Presented) The mobile terminal of Claim 30, wherein:
the transceiver is further configured to receive the measurements of the radio signals, and
wherein the actions further include calculating the location of the mobile terminal based on the
measurements.

32. (Previously Presented) The mobile terminal of Claim 30, wherein the actions further
comprise:

measuring the radio signals generated by the mobile terminal during idle periods;
storing the measurements;
determining an arrival time of a first detectable path; and
determining when the idle periods occur.

33. (Previously Presented) The mobile terminal of Claim 30, wherein the actions further
comprise:

receiving interactive betting content that enables a bet to be made from the mobile
terminal; and

if the bet is made, automatically receiving the link such that the link is related to the
bet.

34. (Currently Amended) An application server for a mobile network, comprising:
a transceiver that is configured to communicate over a network;
a memory that includes a database and logical instructions; and
a processor that is configured to enable actions based on executing the logical instructions,
wherein the actions include:

providing a link to a resource to a mobile terminal, wherein the link is related to a product and a position of the link corresponds to an image of the product in a video displayed on the mobile terminal;

receiving an automatically determined location of the mobile terminal as a result of the selection of the link;

searching the database to determine content that is related to the link and the automatically determined location; and

providing the related content to the mobile terminal.

35. (Canceled)
36. (Currently Amended) A system for a mobile network, comprising:
an application server;
a base station subsystem;
a location management unit; and
a mobile terminal that is configured to perform actions, wherein the actions include:
 displaying a link to a resource, wherein the link is related to a product and a position of the link corresponds to an image of the product in a video displayed on the mobile terminal,
 determining a selection of the link by a user,
 storing a location of the mobile terminal in the memory, wherein the location of the mobile terminal is determined automatically as a result of the selection of the link, and
 communicating the selected link and the location of the mobile terminal to the application server.
37. (Previously Presented) The system of Claim 36, wherein
the application server has a database;
the application server is configured to perform actions, wherein the actions include:

searching the database for reseller information that is a matched to the location of the mobile terminal and the selected advertisement image, and

providing the reseller information to the mobile terminal if the match is found; and wherein the mobile terminal is further configured for displaying the reseller information if a match is found.

38. (Previously Presented) The system of Claim 36, wherein the location management unit is integrated with one of the base station subsystem and the mobile terminal.

39. (Previously Presented) The system of Claim 36, wherein the base station subsystem and the mobile terminal are connected via a GSM network, and wherein the location management unit is configured to communicate with the GSM network via a GSM air interface.

40. (Previously Presented) The system of Claim 36, wherein the base station subsystem is configured to perform actions, wherein the actions include: communicating radio signals, and receiving measurements of the radio signals; and wherein the location management unit is configured to perform actions, wherein the actions include: measuring the radio signals to provide the measurements of the radio signals, and sending the measurements to the base station subsystem.

41. (Currently Amended) An apparatus for a mobile network, comprising:
means for providing a link to a resource to a mobile terminal, wherein the link is related to a product and a position of the link corresponds to an image of the product in a video displayed on the mobile terminal;

means for determining a selection of the link by a user;

means for automatically determining the location of the mobile terminal as a result of the selection of the link;

means for ~~automatically employing the location of the mobile terminal to determine~~
determining content that is related to the linked resource and also related the location of the mobile
terminal by automatically employing the location of the mobile terminal; and
means for providing the related content to the mobile terminal.

42-44. (Cancelled)